

Individual Lesson Plan

Career Exploration—Lesson Plan for Company Research Activity

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CTE Level III Program--BMAS

Title: Company Research Project

Summary:

Students will conduct formal research on a local company in which they will have the opportunity to job shadow.

Materials:

Computers with PowerPoint, Word, and Internet Access
Company Research Handout
Career Exploration Unit Plan

Competencies:

- 1.0—Develop an Individual Career Plan
R-P1, P4, W-P1, P2, P4
- 5.0—Demonstrate Written Communication Skills
R-P1, P4, W-P1, P2, P4, P5
- 22.0—Use Computerized Information Systems and Technology
R-P1, P4, W-P1, P5, 2M P1, P2, 6M-P1

Student will be able to:

- Use the Internet to Research Company Information
- Investigate Career Options and Job Requirements
- Prepare a Written and Oral Presentation
- Utilize Appropriate Hardware and Software to Generate Business Communications and Reports

Evaluation:

Student mastery of the target competencies will be measured by the written report summarizing the research data and PowerPoint presentation given at the end of the Career Exploration Unit. (See PowerPoint Lesson Plan).

Evaluation Criteria:

Written Paper Rubric (Individual Teacher Preference)

Duration: (3-4 hours)

Procedures:

This activity can be used as part of the Career Exploration Unit--Job Shadow Activity or as a separate assignment. If used as part of a job shadowing experience, the student should be researching the business where they will be job shadowing. Otherwise, students can conduct research on a company of their choice.

- Gather any company information that you want to provide to the students i.e....annual reports, brochures, and advertisements. You may want to assign students to obtain these items.
- Handout Company Research Project Guidelines and help students use the internet to locate company information.
- Determine report format guidelines and evaluation rubric
- Provide final instructions for students

Company Research Project Guidelines

Use the internet and any teacher-provided materials to gather the following company information:

History/Background of Company

Current Facts

- Location(s)
- Headquarters
- Number of Employees
- Type of Business

Overview of Company

- Mission Statement/Goals
- Products/Services
- Target Market
- Major Competitors

Career Opportunities

- Job categories/titles
- Salary ranges
- Qualifications

Prepare a report using MS Word to summarize your findings. Be sure to include section headings and indicate what career opportunities you would choose within this organization and why.